

Grow Better Social Challenge Official Rules

ELIGIBILITY: Open only to persons who are 18 years of age or older, Certified HubSpot Agency Partners, and U.S. residents. Employees of HubSpot, Inc. are not eligible to enter or win a prize. All applicable federal, state and local laws and regulations apply. Void where prohibited or restricted by law. NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

GIVEAWAY PERIOD: The Giveaway entry period begins at 9:00 a.m. on October 16, 2018 and ends at 12:00 p.m. EST on November 15, 2018 (the "Grow Better Social Challenge Period"). Winners will be selected from entries properly submitted and timely received during the Grow Better Social Challenge Period.

HOW TO ENTER: During the Grow Better Social Challenge Period, Use Twitter to tell us what "Grow Better" means to you with 4 easy example prompts and tag @HubSpotAgencies and #GrowBetter. The 4 prompts include: **1.** Share a photo of someone at your agency who has demonstrated a tenant of the Customer Code, **2.** Snap a Selfie video explaining what "Grow Better" means to you, **3.** Fill in the blank photo: Use this icon and tell us how you want to grow better in 2019, **4.** In quote form, Explain one tenet of the [Customer Code](#) that you're agency has mastered. Creative entries will also be considered. Limit four entries per person, per e-mail address, and per household during the Grow Better Social Period via online entry, regardless of whether a person has more than one address or more than one person uses the same address.

ALTERNATIVE MEANS OF ENTRY: In lieu of an online entry, you may enter the Grow Better Social Challenge by mailing a standard-size postcard with Amanda Kopen at akopen@hubspot.com to: HubSpot Grow Better Social Challenge Entries, c/o HubSpot, Inc., 25 First Street, Cambridge, MA 02141. Postcard entries must be postmarked during the Grow Better Social Challenge Period to be included [in the random drawing, and no more than one postcard/email address may be submitted during the Grow Better Social Challenge Period.

WINNER SELECTION: 4 winners will be determined by [random drawing to be held on November 15, 2018. Winners will be selected from entries received during the Grow Better Social Period. The potential winners will be notified via Twitter with the Twitter handles they used within two (2) weeks after the drawing. The drawing will be conducted by HubSpot, the judge of the Grow Better Social Challenge, whose decisions on all matters relating to the Grow Better Social shall be final. In the event that a potential winner is disqualified for any reason, HubSpot may, in its sole discretion, award the applicable prize to an alternate winner selected [at random].

PRIZES/ODDS OF WINNING PRIZE: [Each] winner will receive [sprocket socks, a sticker, and a beanie]. Approximate Retail Value (ARV) of each prize: \$5, \$0.50, and \$10 USD. Overall odds of winning depend on number of entries received during the Grow Better Social Challenge Period. No prize substitution or cash equivalent of prize. No prize transfer.

CONDITIONS: HubSpot reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Grow Better Social Challenge (or portion thereof). HubSpot also reserves the right at its sole discretion to disqualify the entry of any individual. All federal, state and local taxes on prize and any expenses not specified herein are the sole responsibility of winner. Should a dispute arise regarding the identity of the claimant, HubSpot reserves the sole right to determine the eligible party. BY ENTERING, ENTRANT WAIVES ALL RIGHTS TO BRING (AND COVENANTS NOT TO BRING) ANY CLAIM AGAINST HUBSPOT OR ANY OTHERS ASSOCIATED WITH THIS Grow Better Social Challenge Giveaway. ENTRANTS FURTHER AGREE TO RELEASE AND HOLD HARMLESS HUBSPOT FROM ANY AND ALL LIABILITY ARISING FROM THEIR PARTICIPATION IN THE GIVEAWAY, OR HUBSPOT'S USE OF ANY ENTRY INFORMATION. Any disputes that may arise hereunder shall be governed in all respects by the laws of the Commonwealth of Massachusetts without regard to the conflicts of laws principles of any

jurisdiction. Venue with respect to any such disputes shall be had in the state and federal courts of the Commonwealth of Massachusetts.

THIRD PARTY WEBSITES: This Giveaway is in no way sponsored, endorsed or administered by, or associated with Twitter, or any of their affiliates. YOU RELEASE TWITTER OF ALL LIABILITY RELATED TO THIS GIVEAWAY TO THE FULL EXTENT PERMITTED BY LAW. Any entrant who creates multiple accounts with Twitter for the purposes of increasing the odds of winning this Giveaway will be disqualified. All entries via Twitter must comply with the Twitter Rules. If you have any questions or comments about the Giveaway, please direct them directly to us, the Sponsor.

PUBLICITY AND RELEASE: As a condition of entry into the Grow Better Social Challenge giveaway, except where prohibited by law, each entrant and each winner by accepting a prize grants to HubSpot all right, title and interest in, to publicize, broadcast, display and/or otherwise use, the Grow Better Social Challenge giveaway entrant's name, city, state, and biographical material (collectively, "Licensed Rights") in any media for advertising and publicity purposes, without additional review, compensation, or approval of the winner. As a further condition of entry into the Grow Better Social Challenge Giveaway, each entrant, and each winner by accepting a prize, grants to HubSpot a worldwide, royalty-free, non-exclusive, perpetual license to display, reproduce, distribute, prepare derivative works of, and otherwise use any of the answer text submitted with an entrant's entry, in any media and for any purpose, without additional review, compensation, or approval by the entrant. Entries must not infringe upon the legal rights, including copyrights, trademarks, contract rights, or any other intellectual property rights of any other person or entity.

If Winner does not respond to notification, or is not present when prize delivery is attempted, such prize will be forfeited. By participating, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects.

OFFICIAL RULES/WINNERS LIST: For notification of the winners, send a self-addressed stamped envelope to: HubSpot Grow Better Social Challenge giveaway] Entries, c/o HubSpot, Inc., 25 First Street, Cambridge, MA 02141. Requests for winners' lists must be received within one month after the end of the Grow Better Social Challenge giveaway Period.

SPONSOR: HubSpot, Inc., 25 First Street, Cambridge, MA 02141.